

## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



11741  
M3 1762

# Consumer PURCHASES OF FRUITS AND JUICES

in March  
1953



UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF AGRICULTURAL ECONOMICS  
AND  
FRUIT AND VEGETABLE BRANCH  
PRODUCTION AND MARKETING ADMINISTRATION

WASHINGTON 25, D. C.

April 1953

## FOREWORD

This report presents estimated total consumer purchases of fresh citrus fruits, canned juices, frozen concentrated juices and ades, and dried fruits. These data represent projections to national totals based on reported purchases, and related information, from a representative national sample of approximately 4,300 household consumers. The reports are issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture with funds provided under the Agricultural Marketing Act.

All data for single months in the report are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length.

Based on data collected by the Market Research Corporation of America, under contract with the U. S. Department of Agriculture.



CONSUMER PURCHASES OF FRUITS AND JUICES  
IN MARCH 1953

The data in this report represent estimated total purchases by household consumers only and do not include those by restaurants, hotels, hospitals, or other institutional outlets. Data for single months are based on 4-week periods (28 days) in order to permit comparisons between periods of equal length

SUMMARY

Householders during March bought the equivalent of about 7,700,000 boxes of oranges in the form of frozen concentrated orange juice, canned single-strength juice, and fresh oranges. This estimate is based on reports from a Nation-wide sample of household consumers.

The total for March was slightly larger than a year earlier. Purchases of fresh oranges were about the same as a year ago. Purchases of frozen orange juice on a fresh equivalent basis were up almost one-fifth and purchases of canned orange juice were down more than one-fourth. Householders reported buying about 4,300,000 gallons of frozen concentrated orange juice during the month.

Prices paid by householders for California-Arizona oranges averaged 39 cents per dozen in March, 7 cents less than a year earlier. They paid an average of 36 cents per dozen for Florida oranges, up 1 cent from a year earlier. Compared with March 1952, purchases of California-Arizona oranges were up more than three-fifths, while those of Florida oranges were down one-fifth.

Consumers paid about the same for frozen orange juice in March as in recent months--15.8 cents per 6-ounce can--down one-half cent from March last year. Prices paid for canned orange juice averaged about 30 cents per 46-ounce can--up almost 6 cents.

Consumers' purchases of fresh grapefruit and canned grapefruit juice were equal to about 3,000,000 boxes of fresh fruit in March, almost as much as in March a year ago. Householders bought somewhat more fresh grapefruit than a year earlier but over one-fifth less canned juice on a fresh equivalent basis. They paid an average of 27 cents per 46-ounce can for grapefruit juice, up 5 cents from March a year ago. Prices paid for fresh grapefruit averaged 84 cents per dozen, almost unchanged from a year earlier.

Purchases of fresh lemons, lemon juice, and concentrate for lemonade by householders in March were up slightly, on a fresh equivalent basis, from March a year ago. The total was equal to about 320,000 boxes of lemons, of which fresh lemons accounted for almost 230,000 boxes. Householders paid an average of 46 cents per dozen for lemons during March, the same as a year ago. Prices paid for lemon juice and concentrate for lemonade averaged slightly higher.

During March householders purchased an estimated 6,300 tons of dried prunes, somewhat less than in this month last year. Prices paid for dried prunes during the month were about 2 cents higher than a year ago. Purchases of dried apricots by householders amounted to about 580 tons, the smallest amount during this month of the past 4 years. With the exception of the preceding month, prices consumers paid for dried apricots were the highest on record for this period. About 390 tons of dried peaches were bought in March, nearly a fifth less than in March last year.

## FROZEN JUICES

Householders bought about 4,350,000 gallons of frozen concentrated orange juice in March. This was up only slightly from February but was about 30 percent more than a year ago (fig. 4). About 28 out of 100 families bought frozen orange juice during the month. This was about the same number of families that made purchases in the preceding month and in July last year which was the highest month during 1952. Buying families in March, however, made larger purchases, averaging almost  $7\frac{1}{2}$  of the 6-ounce cans per family. Consumers paid an average of 15.8 cents per 6-ounce can for frozen orange juice in March, nearly the same as in February but one-half cent less than in March a year ago.

During the months of October 1952-March 1953, household purchases of frozen concentrated orange juice were more than one-third greater than in the same period a year earlier. Prices averaged about one-sixth lower.

Householders bought about 285,000 gallons of frozen grape juice during March, more than in any month since last July (table 2). Prices paid for frozen grape juice by households averaged about 21 cents per 6-ounce can during the month. This was nearly unchanged from recent months but was a little over a cent less than a year earlier.

Consumers bought about 111,000 gallons of frozen concentrate for lemonade in March. While this volume was less than one-tenth of that purchased last July, it was almost two-fifths more than in March a year ago (table 2). A few more families bought frozen concentrate for lemonade in March than a year ago, and families buying purchased slightly more--about 3 of the 6-ounce cans per family.

## CANNED JUICES

Household purchases of most canned single-strength juices were down in March compared with March 1952. Gains were reported only for grape, prune, and tomato juices (table 1). The drop in purchases of most canned juices was accounted for primarily by fewer families buying. The average volume purchased by families buying during the month was somewhat larger for most canned juices. Prices paid by consumers averaged higher than a year ago for all canned juices except grape juice. Prices paid for canned citrus juices were considerably higher, while prices of other canned juices except grape juice showed moderate increases.

Purchases of canned single-strength orange juice by households in March were equal to about 1,400,000 cases of No. 2 cans (fig. 5). Purchases in March were down about 18 percent compared with February. This drop from February to March was more than in other recent years. Fewer families bought canned orange juice during March, and on the average they bought less than in the preceding month or in March a year ago. They paid about 30 cents per 46-ounce can for orange juice during March, almost the same as in February, but nearly 6 cents more than a year earlier.



Consumers bought 840,000 cases (equivalent No. 2 cans) of canned grapefruit juice during March. This was somewhat less than the amount bought in February. Almost the same number of families made purchases as in February, but they bought less. Householders paid 27 cents per 46-ounce can for grapefruit juice during March, 1 cent more than in February and almost 5 cents more than a year ago (fig. 5).

Purchases of canned orange-grapefruit blended juice by householders in March totaled about 400,000 cases of No. 2 cans, down somewhat from the previous month and a year ago (fig. 5). Average purchases of buying families were down, but about the same number of families made purchases as in February. The average price of 29 cents per 46-ounce can in March was up about 2 cents from February and almost 6 cents from March a year ago.

Canned and bottled lemon juice purchased by householders in March was equal to 47,000 cases of No. 2 cans. This was about the same as in March a year ago but was up substantially from the previous month (table 1). Purchases of fresh lemons and concentrate for lemonade also were up. As a result, total lemon purchases by householders, on a fresh equivalent basis, were more than in the previous month or March a year ago (fig. 3). Prices paid averaged almost 12 cents per 5½-ounce can, down a little from February but slightly more than a year earlier.

March was the sixth month in a row that consumers bought less canned pineapple juice than in the same month a year earlier. Purchases in March amounted to about 1,200,000 cases (equivalent No. 2 cans), down almost one-sixth from the preceding month and March a year ago (table 1). Fewer families bought pineapple juice, but the average volume purchased by buying families was about the same. The average price of about 30 cents per 46-ounce can was almost unchanged from February, but was up slightly from a year ago.

Householders bought about 1,900,000 cases (equivalent No. 2 cans) of tomato juice during March. This was slightly more than in the preceding month or March a year ago. Prices paid averaged 28 cents per 46-ounce can, about the same as in February and a year earlier (table 1).

Prune juice purchases by householders in March were equal to about 450,000 cases of No. 2 cans. This volume was a little more than in the previous month or March a year ago (fig. 9). The average price was the same at 33 cents per 32-ounce bottle.

#### FRESH CITRUS FRUIT

During March 1953 householders bought 3,400,000 boxes of fresh oranges, about the same as a year earlier. Purchases were almost evenly divided between Florida and California-Arizona oranges. Compared with March a year ago, however, household purchases of California-Arizona oranges were up more than three-fifths, while purchases of Florida oranges were down one-fifth (fig. 6). Householders paid an average of 39 cents per dozen for California-Arizona oranges during March, about 7 cents less than a year earlier, and 36 cents

per dozen for Florida oranges, 1 cent more than in March 1952. The average size of California-Arizona oranges marketed in March was somewhat larger than a year earlier, while Florida oranges were a little smaller.

Householders bought 2,200,000 boxes of fresh grapefruit in March, almost 100,000 boxes more than in March a year ago (fig. 7). They paid an average of 34 cents per dozen for grapefruit during the month, 2 cents more than a year earlier. About one out of three families bought grapefruit in March. Purchases of families buying during the month averaged about 10 grapefruit. The proportion of families buying and their average purchases changed little from a year ago.

Consumers bought about 230,000 boxes of fresh lemons in March, up 5 percent from a year earlier (fig. 8). They paid an average of 46 cents per dozen during the month, the same as in March 1952. Families that bought averaged purchasing about 9 lemons. Fresh lemons were bought by 1 out of 5 families during the month.

Tangerine purchases by households dropped seasonally in March, amounting to 141,000 boxes during the month. This volume was 13 percent larger than purchases in March last year (table 3). Prices paid averaged sharply lower, 27 cents per dozen compared with 42 cents in March 1952.

#### DRIED FRUIT

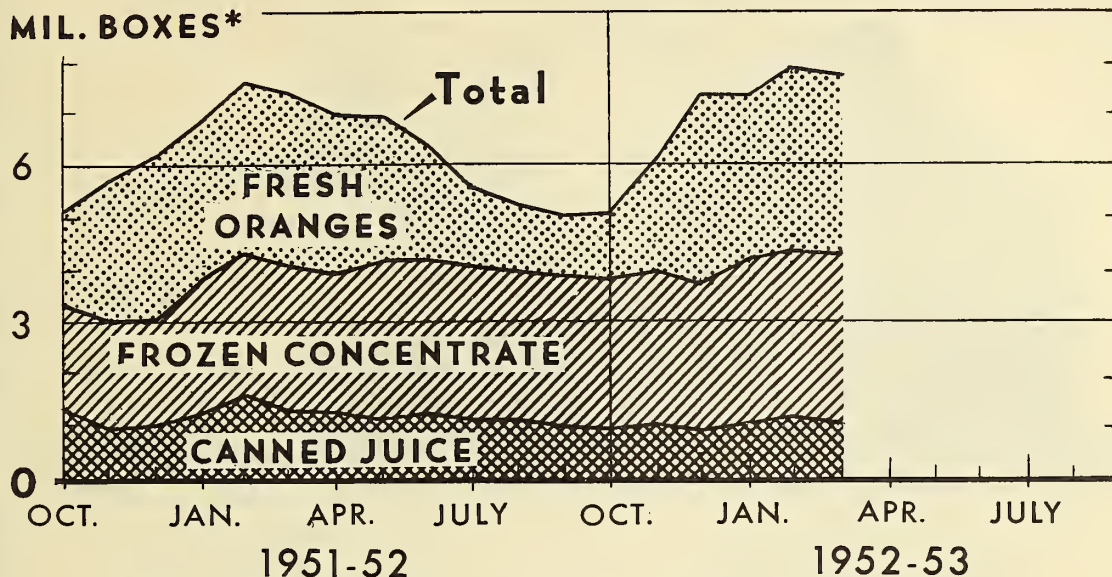
Householders bought an estimated 6,300 tons of dried prunes during March 1953, slightly less than in February and about 14 percent less than during March last year (fig. 9). Purchases, nonetheless, were about equal to those during the corresponding month in 1950 and 1951. Prices households paid for dried prunes during the month averaged nearly 27 cents per pound, slightly higher than in February and about 2 cents higher than a year ago. The smaller volume of purchases during March compared with a year ago was almost entirely the result of a decline in the number of families buying. About 14.5 percent of all families bought dried prunes during the month compared with 16.6 percent in the same month last year.

Purchases of dried apricots by households during March amounted to about 580 tons, almost 15 percent more than in February (table 4). Purchases during the month, however, were about one-fifth below those of a year ago and the smallest for March in the 4 years these data have been collected. Prices consumers reported paying for dried apricots--averaging about 72 cents per pound--were the highest for any month in this series, except February 1953 when the average was 73 cents per pound. Fewer families purchased than in March last year and they bought less per family.

About 390 tons of dried peaches were bought by households in March, slightly more than in February but nearly one-fifth less than in the corresponding month last year (table 4). This, however, was about equal to the amount bought in March 1951. Prices consumers paid for dried peaches during March averaged 45 cents per pound, the highest for this month since this series of data began. Fewer families purchased dried peaches than in this month of the 3 preceding years.



# PURCHASES OF ORANGE PRODUCTS BY CONSUMERS



\* FRESH ORANGE EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48913-XX BUREAU OF AGRICULTURAL ECONOMICS

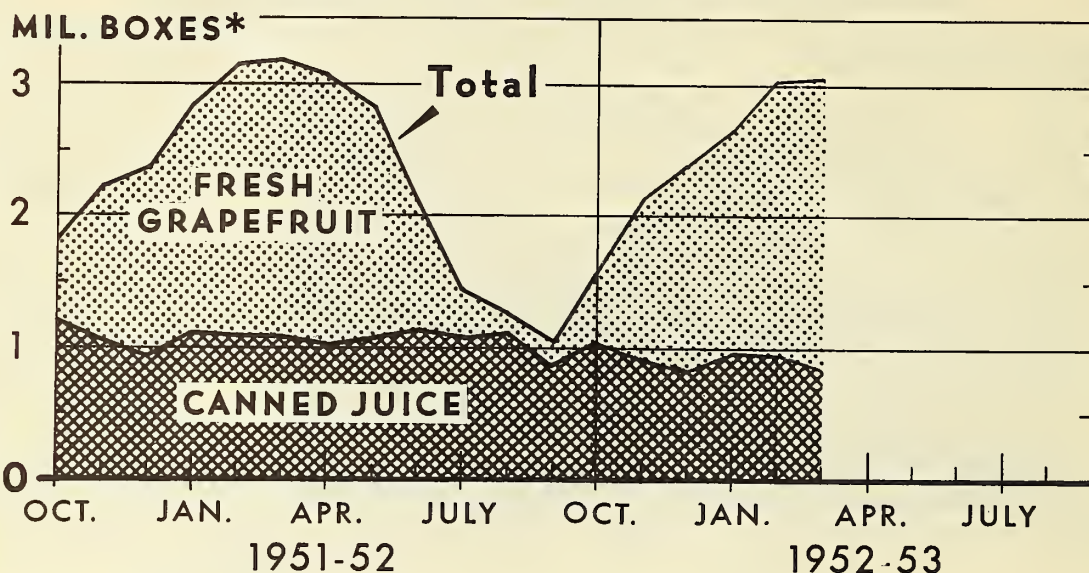
Fig. 1.--Consumer purchases of orange products, equivalent boxes of fresh oranges, October 1951 to date

Period	Fresh oranges		Frozen concentrated orange juice		Canned single- strength orange juice 1/		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	boxes	boxes	boxes	boxes	boxes	boxes	boxes	boxes
October	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
November	2,261	2,693	2,911	2,015	1,005	1,008	6,156	5,716
December	3,625	3,127	2,842	2,030	911	1,033	7,378	6,190
October-December 2/	7,759	6,202	9,277	6,609	3,121	3,649	20,157	18,460
January	3,154	3,101	3,078	2,528	1,072	1,289	7,304	6,918
February	3,536	3,275	3,145	2,774	1,224	1,607	7,905	7,656
March	3,397	3,301	3,252	2,737	1,016	1,399	7,665	7,437
October-March 2/		18,775		15,338		8,358		42,471
April		3,103		2,616		1,310		1,329
May		2,846		2,977		1,168		6,991
June		2,774		2,976		1,295		6,445
October-June 2/		27,451		24,551		12,421		64,423
July		1,530		2,942		1,133		5,605
August		1,307		2,860		1,116		5,283
September		1,147		2,890		1,004		5,044
Season 2/		31,738		33,908		15,923		81,569

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh oranges.

2/ The data on household purchases are based on 4 week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF GRAPEFRUIT PRODUCTS BY CONSUMERS



\*FRESH GRAPEFRUIT EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48914-XX BUREAU OF AGRICULTURAL ECONOMICS

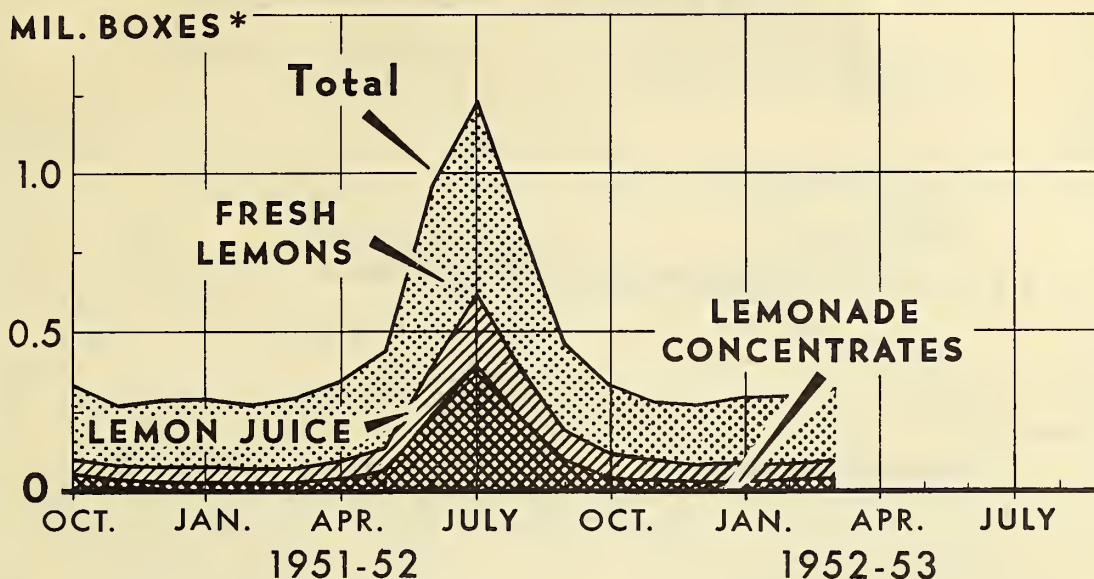
Fig. 2.--Consumer purchases of grapefruit products, equivalent boxes of fresh grapefruit, October 1951 to date

Period	Fresh grapefruit		Canned single-strength grapefruit juice 1/		Total	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000	1,000	1,000	1,000	1,000	1,000
	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>	<u>boxes</u>
October	545	606	1,030	1,201	1,575	1,807
November	1,240	1,182	900	1,055	2,140	2,237
December	1,588	1,453	808	934	2,396	2,387
October-December 2/	3,738	3,638	2,952	3,478	6,690	7,116
January	1,703	1,732	975	1,110	2,678	2,842
February	2,093	2,033	913	1,099	3,006	3,132
March	2,216	2,113	835	1,082	3,051	3,195
October-March 2/		10,026		7,056		17,082
April		2,061		1,018		3,079
May		1,760		1,083		2,843
June		986		1,133		2,119
October-June 2/		15,147		10,534		25,681
July		363		1,087		1,450
August		179		1,100		1,279
September		150		898		1,048
Season 2/		15,907		13,849		29,756

1/ These figures include one-half of the consumer purchases of canned orange-grapefruit blend converted into equivalent boxes of fresh grapefruit.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# PURCHASES OF LEMON PRODUCTS BY CONSUMERS



\* FRESH LEMON EQUIVALENT

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48915-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 3.--Consumer purchases of lemon products, equivalent boxes of fresh lemons, October 1951 to date

Period	Fresh lemons		Lemon juice 1/		Concentrate for lemonade				Total	
					Frozen		Total 2/			
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes	1,000 boxes
October	209	236	69	47	39	40	41	45	319	328
November	184	192	60	47	27	27	29	31	273	270
December	190	209	50	48	19	19	21	22	261	279
October-December 3/	634	633	191	150	38	92	95	105	920	949
January	210	206	57	53	20	22	24	24	291	283
February	218	202	47	45	23	18	27	23	292	270
March	229	218	57	51	29	21	33	25	319	294
October-March 3/		1,369		318		156		182		1,859
April		251		60		33		38		349
May		308		72		55		65		445
June		577		144		205		239		960
October-June 3/		2,589		615		469		547		3,751
July		598		225		36		400		1,223
August		452		151		200		228		831
September		269		94		86		98		461
Season 3/		4,012		1,130		1,134		1,298		6,440

1/ Includes canned single strength lemon juice and small quantities of frozen concentrated and frozen single strength juice.

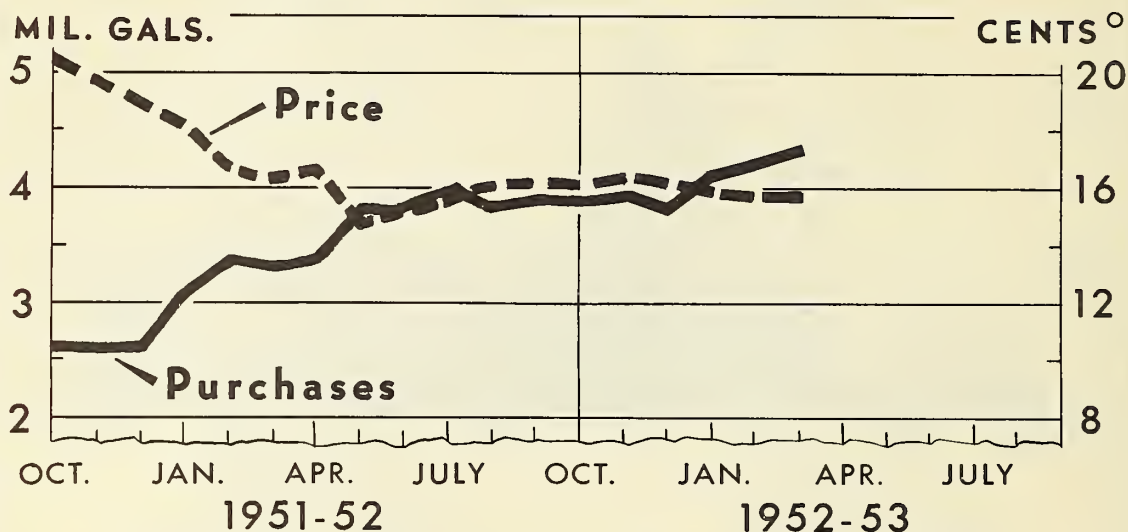
2/ Includes shelf pack lemonade base.

3/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase total for each 3-month period.



# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



\* PRICES PAID BY HOUSEHOLD CONSUMERS

° PER CAN OF 6 OUNCES

SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48916-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 4.--Frozen concentrated orange juice: Consumer purchases and average price paid, October 1951 to date

Period	Purchases		Average prices per 6 oz. can	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 gallons</u>	<u>1,000 gallons</u>	<u>Cents</u>	<u>Cents</u>
October	3,871	2,608	16.1	20.4
November	3,929	2,600	16.3	19.7
December	3,836	2,619	16.1	19.1
October-December <sup>1/</sup>	12,519	8,528		
January	4,126	3,060	15.8	18.2
February	4,216	3,358	15.7	16.7
March	4,359	3,314	15.8	16.3
October-March <sup>1/</sup>		19,096		
April		3,350		16.5
May		3,812		14.8
June		3,811		15.3
October-June <sup>1/</sup>		30,893		
July		3,970		15.6
August		3,859		16.1
September		3,900		15.2
Season <sup>1/</sup>		43,521		

<sup>1/</sup> The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

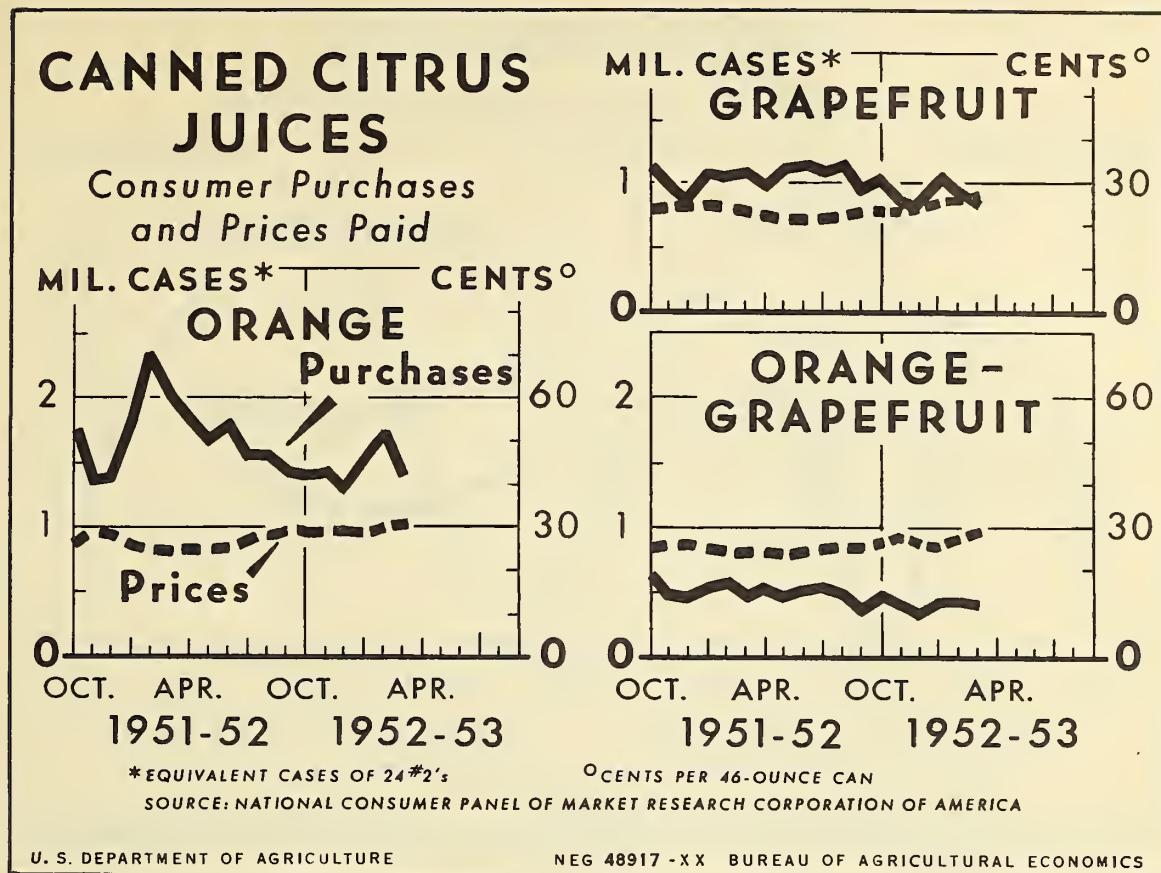


Fig. 5.--Canned citrus juices: Consumer purchases and average prices paid, October 1951 to date

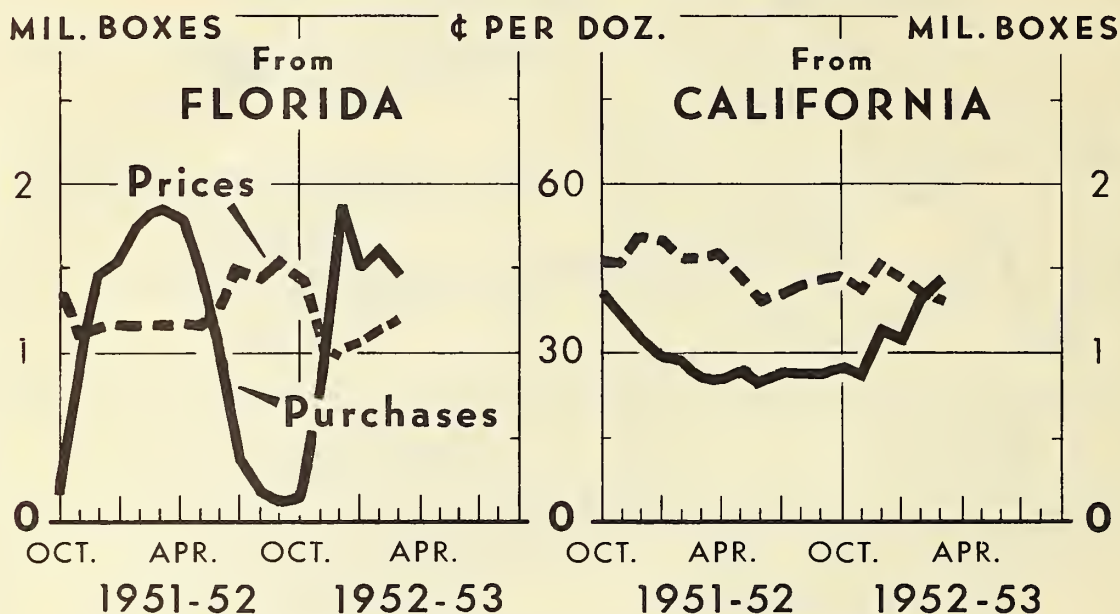
Period	Orange				Grapefruit				Orange-grapefruit blend			
	Purchases		Average prices		Purchases		Average prices		Purchases		Average prices	
	per 1,000 cases	per 1,000 cases	per 46 oz. can	per 46 oz. can	per 1,000 cases	per 1,000 cases	per 46 oz. can	per 46 oz. can	per 1,000 cases	per 1,000 cases	per 46 oz. can	per 46 oz. can
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
October	1,375	1,728	28.8	26.7	1,001	1,099	23.0	23.1	450	611	26.4	25.0
November	1,412	1,325	29.6	28.3	875	996	23.6	23.7	393	477	27.0	26.2
December	1,292	1,377	29.6	28.2	797	868	24.2	23.8	330	448	26.9	25.8
October-December 2/	4,362	4,830			2,883	3,240			1,263	1,656		
January	1,497	1,812	28.6	26.6	1,012	1,008	25.3	24.0	413	528	26.6	25.3
February	1,720	2,309	29.7	24.6	915	1,041	26.0	23.1	452	557	27.4	24.4
March	1,411	2,016	30.5	24.4	840	1,062	27.0	22.2	408	474	29.2	23.4
October-March 2/		11,570				6,692				3,343		
April		1,817		24.9		988		21.9		506		24.0
May		1,015		25.1		1,091		21.2		460		23.7
June		1,790		25.3		1,126		21.2		511		24.5
October-June 2/		17,491				10,136				4,937		
July		1,540		27.1		1,075		22.1		524		24.9
August		1,538		27.7		1,116		22.3		473		25.6
September		1,423		29.0		936		22.9		336		25.9
Season 2/		22,036				13,491				6,383		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case.

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# FRESH ORANGES

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48918 -XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 6.--Florida and California-Arizona fresh oranges: Consumer purchases and average prices paid, October 1951 to date

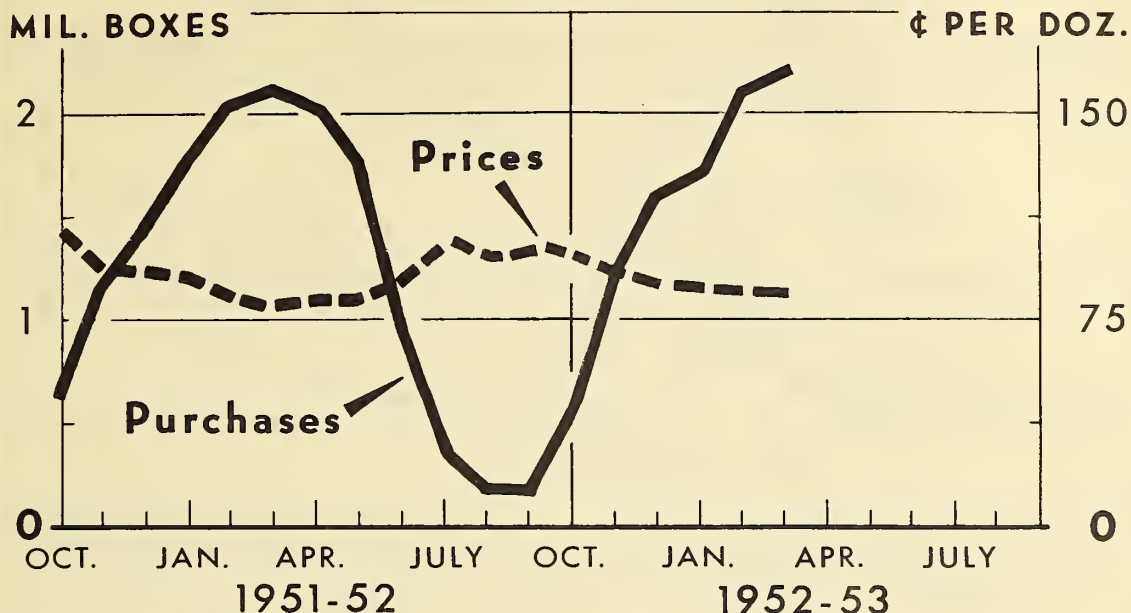
Period	Florida				California-Arizona			
	Purchases		Average prices		Purchases		Average prices	
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents	1,000 boxes	1,000 boxes	Cents	Cents
October	138	166	42.4	40.7	933	1,371	43.3	47.0
November	947	981	30.3	32.8	866	1,186	41.7	45.2
December	1,870	1,468	29.3	34.8	1,447	1,116	45.8	50.8
October-December 1/	3,307	2,921			3,087	3,874		
January	1,520	1,565	31.8	34.6	1,072	974	43.2	50.5
February	1,600	1,735	34.1	34.0	1,305	956	40.7	46.5
March	1,474	1,869	35.6	34.8	1,444	862	39.3	40.6
October-March 1/		8,572				6,917		
April		1,809		35.3		826		47.2
May		1,521		35.2		885		42.2
June		969		38.0		826		38.7
October-June 1/		13,155				9,632		
July		392		44.6		884		39.8
August		195		43.7		876		41.2
September		117		45.1		865		42.9
Season 1/		13,893				12,483		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



# FRESH GRAPEFRUIT

## Consumer Purchases and Prices Paid



SOURCE: NATIONAL CONSUMER PANEL OF MARKET RESEARCH CORPORATION OF AMERICA

U. S. DEPARTMENT OF AGRICULTURE

NEG. 48919-XX BUREAU OF AGRICULTURAL ECONOMICS

7.--Fresh grapefruit: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	<u>1,000 boxes</u>	<u>1,000 boxes</u>	<u>Cents</u>	<u>Cents</u>
October	545	606	99.0	106.0
November	1,240	1,182	90.8	93.5
December	1,588	1,453	87.3	92.4
October-December 1/	3,738	3,638		
January	1,703	1,732	87.5	90.7
February	2,093	2,033	85.3	84.1
March	2,216	2,113	84.4	81.8
October-March 1/		10,026		
April		2,061		83.0
May		1,760		84.4
June		986		90.9
October-June 1/		15,117		
July		363		105.4
August		179		99.4
September		150		102.3
Season 1/		15,907		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

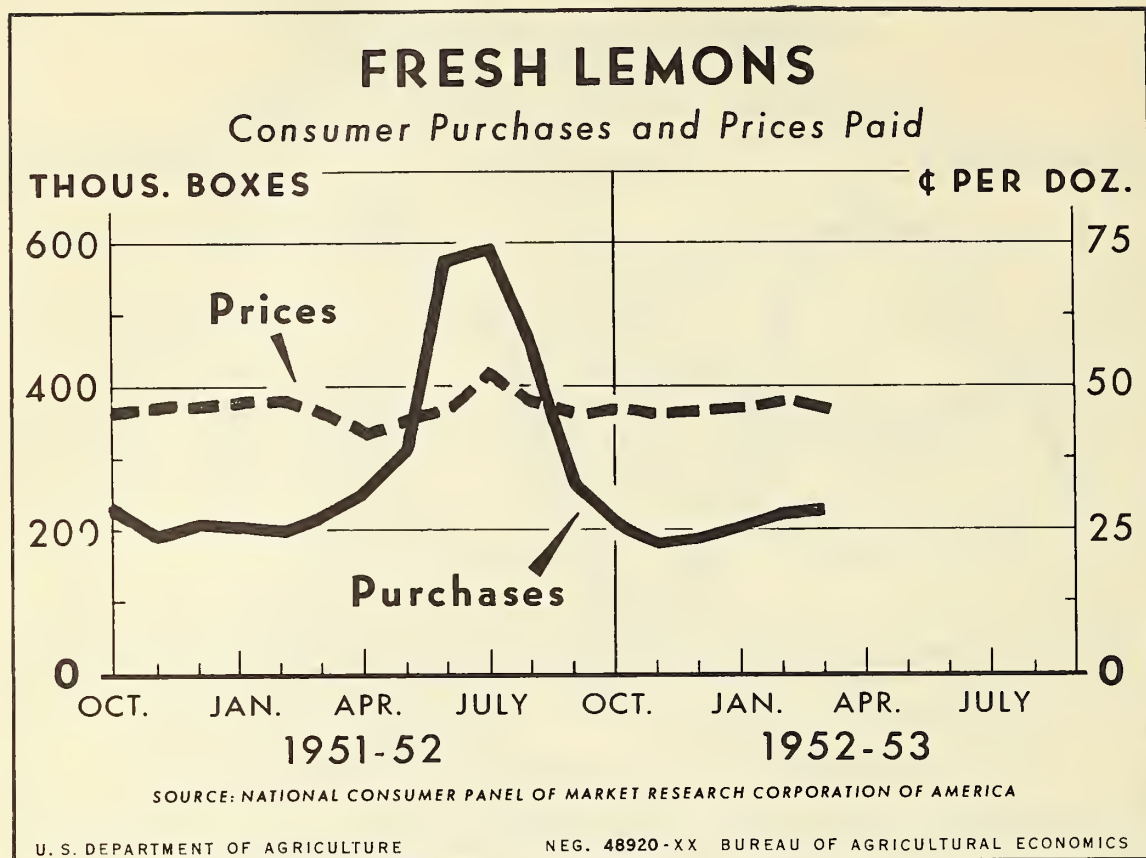


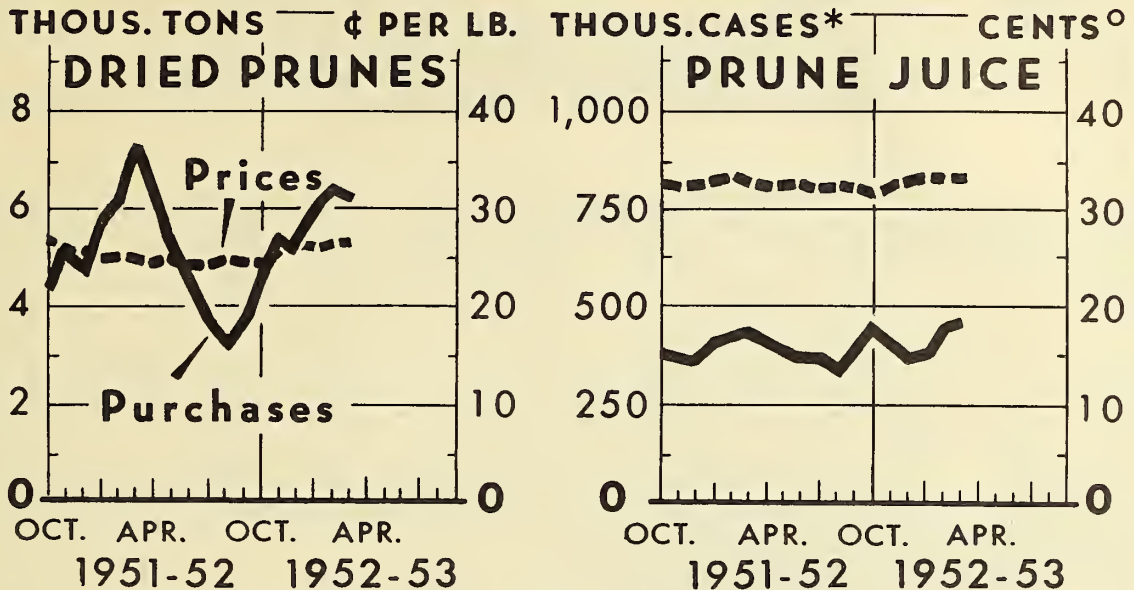
Fig. 8.--Fresh lemons: Consumer purchases and average prices paid, October 1951 to date

Period	Purchases		Average prices per dozen	
	1952-53	1951-52	1952-53	1951-52
	1,000 boxes	1,000 boxes	Cents	Cents
October	209	236	45.7	45.2
November	184	192	45.3	46.7
December	190	209	46.4	46.8
October-December 1/	634	683		
January	210	206	46.3	47.4
February	218	202	47.2	47.8
March	229	218	45.9	45.9
October-March 1/		1,369		
April		251		42.9
May		303		44.2
June		577		45.6
October-June 1/		2,589		
July		598		51.5
August		452		47.8
September		269		45.4
Season 1/		4,012		

1/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.

# DRIED PRUNES & PRUNE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

NEG. 48921-XX BUREAU OF AGRICULTURAL ECONOMICS

Fig. 9.--Dried prunes and prune juice: Consumer purchases and average prices paid, October 1951 to date

Period	Dried prunes				Prune juice			
	Purchases		Average prices		Purchases		Average prices	
	per pound		per 32 oz. bottle					
	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52	1952-53	1951-52
	Tons	Tons	Cents	Cents	1,000 cases 1/	1,000 cases 1/	Cents	Cents
October	4,650	4,391	24.7	26.5	447	373	31.8	32.6
November	5,353	5,184	25.3	25.8	399	362	32.5	32.5
December	5,047	4,793	20.3	25.4	375	357	32.7	32.5
October-December 2/	16,204	15,871			1,317	1,220		
January	6,148	5,884	26.2	25.0	383	396	33.3	32.3
February	6,436	6,292	26.3	25.1	442	415	33.1	32.9
March	6,278	7,276	26.7	24.5	454	435	33.1	32.5
October-March 2/		37,068				2,578		
April		6,110		24.5		417		32.2
May		5,112		24.7		379		32.1
June		4,351		23.7		363		32.3
October-June 2/		53,786				3,837		
July		3,692		24.1		363		31.8
August		3,176		24.5		333		32.2
September		3,701		24.6		398		32.0
Season 2/		65,142				5,011		

1/ Equivalent cases of 24 No. 2 cans - 432 ounces per case

2/ The data on household purchases are based on 4-week periods (28 days) during each month in order to permit comparisons between periods of equal length. The season-to-date totals shown each 3 months are based on complete calendar periods. Therefore, an additional week is included in the cumulative purchase totals for each 3-month period.



Table 1.--Canned single-strength juices: U. S. total consumer purchases and average price, March 1953 and 1952 (4-week period)

Commodity	Percentage of		Total quantity		Per buying family				Unit	Average price	
	all families				Purchases		Quantity per			per unit	
	buying						purchase				
	1953	1952	1953	1952	1953	1952	1953	1952		1953	1952
	Percent	Percent	1,000 cases 1/	1,000 cases 1/	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Canned juices											
Orange	13.0	17.9	1,411	2,016	1.8	1.7	58.9	64.6	46	30.5	24.4
Grapefruit	8.6	10.7	840	1,062	1.7	1.5	57.7	63.9	46	27.0	22.2
Orange & gpft. blend	4.5	5.5	408	474	1.5	1.6	56.7	53.7	46	29.2	23.4
Tangerine	2/	1.9	2/	134	2/	1.4	2/	48.8	46	2/	22.6
Lemon	2.4	2.8	47	49	1.3	1.3	14.6	13.2	5½	11.8	10.5
Grape	5.0	5.1	221	209	1.5	1.3	29.8	30.2	32	36.7	37.3
Pineapple	14.2	17.0	1,218	1,415	1.6	1.6	52.9	51.4	46	30.2	28.6
Prune	6.7	6.9	454	435	1.7	1.8	36.2	34.1	32	33.1	32.5
Tomato	22.4	21.0	1,930	1,859	1.7	1.7	50.8	49.7	46	27.9	27.4
Total 3/	51.8	56.6	7,469	8,485	2.9	2.9	48.8	50.4			

1/ Equivalent cases of No. 2 cans - 432 ounces per case.

2/ Too few purchases reported for analysis.

3/ Includes other canned single-strength juices.

National Consumer Panel of Market Research Corporation of America.

Table 2.--Frozen concentrated juices: U. S. total consumer purchases and average price, March 1953 and 1952 (4-week period)

Commodity	Percentage of		Total quantity		Per buying family				Unit	Average price	
	all families				Purchases		Quantity per			per unit	
	buying						purchase				
	1953	1952	1953	1952	1953	1952	1953	1952		1953	1952
	Percent	Percent	1,000 gallons	1,000 gallons	Number	Number	Ounces	Ounces	Ounces	Cents	Cents
Frozen concentrated juices											
Orange	28.4	23.7	4,359	3,314	2.5	2.5	17.8	15.9	6	15.8	16.3
Grape	4.4	3.9	286	202	1.6	1.7	11.1	9.0	6	21.3	22.6
Other concentrates	1/	1/	223	81	1/	1/	12.5	12.8	6	17.8	16.6
Total 2/	30.1	25.1	4,868	3,691	2.7	2.8	16.9	15.0			
Concentrate for lemonade											
Frozen	1.7	1.5	111	80	1.3	1.5	14.1	10.4	6	16.9	16.1

1/ Information not available.

2/ Total includes small purchases of frozen concentrated grapefruit and orange-grapefruit blended juices.

National Consumer Panel of Market Research Corporation of America.

Table 3.--Fresh citrus fruit: U. S. total consumer purchases and average price, March 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per dozen	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	1,000 boxes	1,000 boxes	Number	Number	Number	Number	Cents	Cents
Oranges										
California-Arizona	25.1	18.9	1,444	862	2.0	2.0	12.8	11.5	39.3	46.6
Florida	22.0	28.3	1,474	1,869	2.3	2.2	13.9	13.3	35.6	34.8
Unidentified	11.2	13.5	434	527	1.6	1.7	11.6	11.0	39.3	39.8
Total 1/	49.7	51.5	3,397	3,301	2.4	2.4	13.1	12.3	37.6	39.0
Grapefruit										
California-Arizona	4.8	3.9	287	237	1.6	1.8	6.2	5.3	63.4	73.3
Florida	19.0	19.8	1,306	1,196	2.2	2.2	4.7	4.5	86.6	81.9
Unidentified	11.3	12.3	521	551	1.7	1.7	4.2	4.4	90.3	84.5
Total 1/	32.7	33.4	2,216	2,113	2.2	2.3	4.7	4.6	84.4	81.8
Tangerines	2.7	3.2	141	125	1.4	1.6	14.4	8.9	26.9	42.2
Lemons	20.1	20.9	229	218	1.6	1.6	5.6	5.4	45.9	45.9
Total	63.3	65.0	5,983	5,757	3.6	3.7	9.4	8.8	45.4	46.7

1/ Includes small purchases of Texas fruit.

National Consumer Panel of Market Research Corporation of America.

Table 4.--Dried fruit: U. S. total consumer purchases and average price March 1953 and 1952 (4-week period)

Commodity	Percentage of all families buying		Total quantity		Per buying family				Average price per pound	
					Purchases		Quantity per purchase			
	1953	1952	1953	1952	1953	1952	1953	1952	1953	1952
	Percent	Percent	Tons	Tons	Number	Number	Ounces	Ounces	Cents	Cents
Apricots	2.8	3.5	577	714	1.2	1.2	11.9	13.0	72.2	60.1
Mixed dried fruit	1/	1.3	1/	296	1/	1.1	1/	15.0	1/	39.9
Peaches	1.7	2.1	390	475	1.2	1.2	14.6	13.5	45.4	42.7
Prunes	14.5	16.6	6,278	7,276	1.3	1.3	23.4	23.6	26.7	24.5

1/ Too few purchases reported for analysis.

National Consumer Panel of Market Research Corporation of America.







